



Join the Movement

- ♥ Encourage local grocery and convenience stores to offer fresh fruits and vegetables.
- ♥ Join a local health coalition.
- ♥ Become an advocate for healthy living.
- ♥ Send us stories to highlight healthy things going on in your county.
- ♥ Contact us to sign up to receive program updates and newsletters.

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*Region 3 serves
Fayette, Greenbrier,
Kanawha,
McDowell, Mercer,
Monroe, Raleigh,
Summers and
Wyoming Counties.*



To learn more, call
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and the West Virginia Department of Health and Human Resources.*

Change *the* Future **wv** Region 3 News

KEYS 4 HEALTHYKIDS EXPANDS TO NEW COMMUNITIES

**Projects Increase Children's Access to
Physical Activity Opportunities and
Healthier Food**



Unlocking the Doors to a Better Tomorrow

Change the Future WV partners with KEYS 4 HealthyKids; a non-profit organization whose mission is to bring policy and environmental approaches to positively impact high rates of childhood obesity. KEYS 4 HealthyKids began in 2008 in Kanawha County with a grant from The Robert Wood Johnson Foundation. In 2013, KEYS expanded into surrounding counties to continue the success getting healthier foods in schools and food banks, building playgrounds, and creating school and community gardens. Both groups focus on making the healthy choice the easy choice.

After an application process, eight new communities were chosen to become KEYS Communities. By becoming a KEYS Community, they will receive funding and technical assistance on projects such as walking paths, greenhouses, gardens and more. New communities were announced at the 2013 WV Obesity Conference held on May 17th which addressed obesity not only as an individual issue but also a community responsibility.

KEYS 4 HealthyKids' director and pediatrician, Dr. Jamie Jeffrey said, "I am very excited about our new initiatives to create healthier communities where people live, learn, work and play. Every child deserves to grow up in an environment that supports a healthy lifestyle instead of one that puts one at risk of developing obesity."

KEYS is also creating a youth scholarship program at West Side and Piedmont Elementary in Kanawha County to help children who are not currently enrolled in after-school physical activity. In July, local athletic groups will come into school gym classes to introduce children to new sports and activities in their community. Selected children will be given scholarships to attend classes outside of school.

To learn how you can make your community healthier, contact KEYS 4 HealthyKids' assistant coordinator, Laura Dice at laura.dice@camc.org.

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NEW KEYS COMMUNITIES!

- City of Richwood
- City of Ripley
- RESA I
- Clay Elementary
- Hamlin PK-8
- Raleigh Co. Community Council
- Step-by-Step

CHANGETHEFUTUREWV.ORG



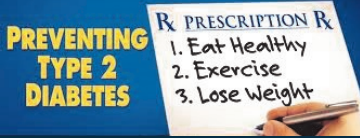


The **National Diabetes Prevention Program** brings communities evidence-based lifestyle change programs for preventing type 2 diabetes. It is led by the National Institutes of Health and supported by Centers for Disease Control and Prevention.

The lifestyle program study showed that making modest behavior changes, such as improving food choices and increasing physical activity to at least 150 minutes per week, helped participants lose 7% of their body weight. These lifestyle changes reduced the risk of developing type 2 diabetes by 58% in people at high risk for diabetes.

Participants work with a lifestyle coach in a group setting to receive a one-year lifestyle change program that includes 16 core sessions (usually one per week) and six post-core sessions (one per month).

Change the Future WV Region 3 is holding a Diabetes Prevention Program at Charleston Arbors. If interested in attending the class or would like more information on future classes, please contact the lifestyle coach, Natalie Pack at 304-348-6493 or Natalie.K.Pack@wv.gov



Kanawha County

WOLFIE WALK

Change the Future WV has partnered with West Virginia Radio and 96.1 the Wolf to form a walking club. The walking club is designed to get the community more physically active. To be a part of the Wolfie Walks Club, walkers commit to three 9 minute and 61 second walks a day. 96.1 The Wolf provides motivational music at 9:10 a.m., 1:10 p.m., and 6:10 p.m.!



Our latest Wolfie Walk was a great success. Change the Future WV and WV Radio teamed up with the University of Charleston to host the event. This event not only offered a gorgeous view to enjoy while walking, walkers also had the opportunity to learn how to make a fresh, and delicious salad. April Hamilton, with Farm to School, was there to offer her expertise on picking the best vegetables for great salads!

If you would like to know more about the Wolfie Walks go to www.96.1.com. Make the Healthy Choice the Easy Choice! Let's get active West Virginia!

Natalie Pack, Prevention Coordinator



McDowell County

A recent study conducted by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation showed the McDowell County ranked last in County Health Rankings for West Virginia's 55 counties, while Mercer County ranked 49th. Almost all of the lowest ranking counties in the state were in southern West Virginia.

The study looked at a variety of statistics, including rate of residents dying before age 75, high school graduation rates, access to healthy foods, air pollution, income, obesity rates, smoking and teen pregnancy.

The study found those living in lowest ranked counties had significantly lower high school graduation rates, more than twice the national level of children living in poverty, fewer grocery stores and farmer's markets and higher rates of unemployment.

McDowell County ranked 55 in factors such as premature death, socioeconomic factors, and health factors, which include adult smoking, obesity, excessive drinking, teen birth rates, motor vehicle-related death rates and sexually transmitted infections.

Change the Future WV believes that all West Virginians should live in communities that help them be healthy, where they can eat well, be active, and maintain overall physical and mental well-being. Important health and economic benefits can be shared by all when communities focus on creating neighborhoods with easy access to healthy food options, opportunities for physical activity, clean air environments and preventative health care.

Statistics show a dim present for our children. However, Change the Future WV is making changes to brighten their future. Program Coordinator, Ginger Day is working diligently to partner with grocery stores and convenient stores to increase the availability of healthy options. Healthy checkout aisles feature fresh fruits and vegetables along with items to encourage activity and convenience stores receive incentives to carry fresh fruits and healthy options. Farmer's markets are becoming a reality, not just an idea.

Working with Change the Future WV, Mercer County has recently opened a second Farmer's Market located in Bramwell across from the train depot. The new market opened June 1st and they hope to expand in size and increase the number of vendors, making it easier for shoppers to purchase fresh, local produce.

For more information please contact Ginger Day at 304-436-5255.

Mercer County



Mercer County used a unique approach to focus on tobacco prevention by highlighting adverse effects of secondhand smoke on pets at a press event for its new "You smoke, I Smoke" campaign on June 6, 2013.

Often times, people feel a stronger connection to their pets than to other individuals. Therefore, if smokers understand the negative repercussions of secondhand smoke on their pets, then it can be a successful way to decrease tobacco use.



Some pets experience allergic reactions to secondhand smoke. Birds that sit on a smoker's hand can experience contact dermatitis from the nicotine that remains on the smoker's hand. Dogs that inhale secondhand smoke are three times more likely to develop lung or nasal cancer than dogs living in smoke-free homes. Unfortunately, dogs affected with nasal cancer normally do not survive more than one year.

Cats exposed to secondhand smoke have a higher rate of oral cancer due to their constantly licking themselves while grooming, so they lick up the cancer-causing carcinogens accumulated on their fur. This exposes the mucous membrane of their mouth to the cancer-causing carcinogens.

The good news is that many smokers are becoming aware of this problem and are being motivated to quit smoking. In a study published in *Tobacco Control*, research led by Sharon M. Milberger, ScD, of the Henry Ford Health System in Detroit, found that 28.4% of smokers who participated in an online survey said learning that secondhand smoke was bad for their pet's health would motivate them to quit, and 8.7% said knowing the potential adverse health effects of secondhand smoke would incentivize them to ask their partners to quit.

Like Changing the Future WV, Mercer county supports tobacco-free living and is working to adopt a strong county-level clean indoor air environment policy. The "You Smoke, I Smoke" campaign is helping Mercer County achieve these goals.

For more information on the campaign, contact the Southern Coalfields Tobacco Prevention Network at (877) 966-8784.

Zara Sheikh, MPH - CTG Intern

Wyoming County

SHOPPING MATTERS



The Wyoming County Diabetes Coalition conducted a supermarket tour in late March to show area families how to make healthy choices at the store on a limited budget. During the tour, called Shopping Matters for Adults, participants got plenty of hands-on practice as they learned to compare unit prices, purchase fruits and vegetables on a budget, compare food labels and pick out whole grains. Tour organizer Charlene Cook cited the growing need for families to learn how to make the best possible choices when shopping for food.

Beckley Food Lion donated twenty-five dollar prepaid credit cards for participants to use to pay for their purchases. The goal was to see who could purchase the largest amount of healthy foods without going over their limited funds. On hand to observe shoppers and to judge the friendly competition was Change the Future WV Coordinator, Ginger Day.

Ms. Day stated "The prevalence of obesity, physical inactivity and many other serious health problems are on the rise throughout West Virginia. Three out of five children today do not get the recommended amount of physical exercise or the daily requirements of healthy foods, such as fruits and vegetables."

Studies show rates of childhood obesity have tripled in the past thirty years. Change the Future WV is working hard to change that. "We want to focus on changing systems policies and environments to make the healthy choice the easy choice," said Ms. Day.



For more information on Change the Future WV in Wyoming, Mercer & McDowell counties contact: Ginger Day 304-436-5255



Monroe County

Change the Future WV (CTFWV) supported the Partners in Prevention (PIP) and the Monroe County Coalition for Children and Families (Family Resource Network) Community Baby Shower on June 15, 2013.

Some project objectives:

- 1) Parents receiving help with items a baby needs.
- 2) Parents learning about brain development during the first few years of life.
- 3) Parents learning the importance of bonding and interacting in a loving way with their baby.
- 4) Parents being educated about nutrition needs of the baby and mom. (CTFWV provided "Tips for Pregnant Moms" nutritional brochure, which included how to make "Healthy Choice the Easy Choice" along with child car seat safety, Dad's role in a child's life, child abuse and neglect and CPR.)
- 5) Parents also had the opportunity to connect with other parents to talk and share concerns and stories about their babies.

For more information, contact Tina Ramirez at (304) 348-6493